Donor-Centered Fundraising

The Key to Philanthropic Success

Thursday, October 22, 2015 | 8am - 3pm
Holiday Inn Boardman
7410 South Avenue

Full Day Seminar

Save $15 with early-bird registration!

only $85!

$100 after September 18, 2015

Plus $10 off for AFP members
AND $10 off for PGC members

Presented by:
The Association of Fundraising Professionals - Mahoning Shenango Chapter
and the Mahoning/Shenango Planned Giving Council
DONOR-CENTERED FUNDRAISING
The Key to Philanthropic Success

PENELOPE BURK - Keynote Speaker

Author, trainer, presenter and President of Cygnus Applied Research, Inc., Penelope Burk has over forty years of experience in not-for-profit management, fundraising, and research. Penelope began her professional career in market research, public relations and fundraising, becoming known as a “turn-around specialist” who advocates innovative solutions to improve revenue and institutional performance.

Penelope and her company, Cygnus Applied Research, Inc., are known for their leading-edge research with donors and their skill in helping clients adapt their fundraising operations to reflect donors’ changing needs and preferences. Penelope is a highly sought-after educator and public speaker whose training sessions and forums are widely acclaimed as unique, engaging and among the most effective in the third sector. She has written more than sixty seminars, training programs and dramatic plays, all written specifically for not-for-profit organizations.

BOB CARTER, CFRE - Luncheon Speaker

Bob established Bob Carter Companies LLC in 2010 and serves as President and CEO. A consultant with significant expertise in local, national and international fundraising, Bob Carter has faced complex problems and opportunities and found ways to be successful in nearly every case.

During his luncheon address, Bob will discuss Public Policy impact on present and future philanthropy as well as trends in regional, national and International fundraising.

HOT BENCH PANEL

Three cases dealing with ethical issues will be brought by participants before our Hot Bench Judges. The judges will react and invite workshop attendees to express their views before a decision is rendered. You won’t want to miss this fun, lively debate! Our judges are:

Honorable Robert Rusu, Jr. 
Mahoning County Probate Court Judge

Attorney James B. Dietz
Certified Specialist in Estate Planning, Trust and Probate Law

Attorney Tracey Schmidt
Practices in Probate, Estate Planning, Business Corporate and Employment Law

We are pleased to acknowledge the following organizations for their generous sponsorship of this event.

Akron Children’s Hospital Mahoning Valley • Catholic Diocese of Youngstown Community Foundation of Western PA and Eastern Ohio • Farmers Trust Home Savings Charitable Foundation • Key Bank Private Trust • PNC Bank • YSU Foundation

SCHEDULE/TOPICS for the Day, Thursday, October 22, 2015

8:00 Registration and Continental Breakfast
8:30 Welcoming remarks
8:45 Penelope Burk, Keynote Address: Donor-Centered Fundraising

The breakthrough strategy that enhances donor loyalty and inspires more generous gifts. Based on seven years of research and testing with hundreds of charities and donors, Donor-Centered Fundraising is the only statistically-supported fundraising philosophy that brings donors and charities together to achieve measurable, long-term results.

Today’s fundraising practices and beliefs were developed in a time when donors were less demanding, competition was less severe, and fundraisers could rely on an unlimited supply of people who were willing to give. But now wealth is shifting to a new kind of donor who is more questioning and harder to reach, the number of organizations raising money exploded, and donors are trending towards supporting fewer causes.

9:45 Break
10:00 Penelope Burk Session 1: Being Donor-Centered in Changing Times

Making the right choices when resources are so limited and competition is so fierce is the challenge that every Development Office faces. Luckily, today’s donors are much more specific about what it will take to win their support and inspire them to give more generously - 40% of donors in the 2014 Burk Donor Survey said they held their philanthropy back last year; and the ones most likely to say they were giving less than they could were under the age of 35. Penelope will discuss the findings of her research conducted with thousands of American donors and will talk about what donors want from their philanthropic relationships in 2015, what that means for your bottom line, and how to apply a Donor-Centered Fundraising approach in an ever-evolving environment.

10:50 Break
11:00 Penelope Burk Session 2: Donor-Centered Leadership

This session expands on Penelope’s breakthrough Donor-Centered philosophy by tackling the high turnover rate among professional fundraisers, exposing mistaken beliefs and out-of-date practices that make it harder for fundraisers to raise money and much easier for them to move on. She then unfolds a win-win solution that extends loyalty – even among young fundraisers who can’t wait to nab the job at the longest possible arm’s length. Penelope will draw on her research and testing with hundreds of charities and donors to show you how to apply a Donor-Centered Fundraising approach in an ever-evolving environment.

12:00 Lunch and networking
12:40 Bob Carter, Luncheon Speaker

Public Policy impact on present and future philanthropy, and trends in regional, national and international fundraising.

1:30 PGC Hot Bench
2:45 Wrap-up, evaluations, CFRE certificates distributed

REGISTRANT INFORMATION:

Full Name
Title
Company Name
Street Address
City State ZIP
Phone Number
Email address

REGISTRATION FEES:

Seminar fee $ 100.00
AFP Member Discount (less $10) $ __________
PGC Member Discount (less $10) $ __________
Early Registration Discount (less $15) Reservations made before 09.18.15 I am unable to attend, but would like to make a donation to support this event. Total Payment Enclosed: $ __________

REGISTRATION DEADLINE
October 12, 2015

REGISTER ONLINE

at http://www.afpmash.org/home/registration-for-afppgc-full-day-seminar OR complete this form, detach and return with payment to: Association of Fundraising Professionals, PO Box 672, Youngstown OH 44501.

Please make checks payable to Association of Fundraising Professionals.